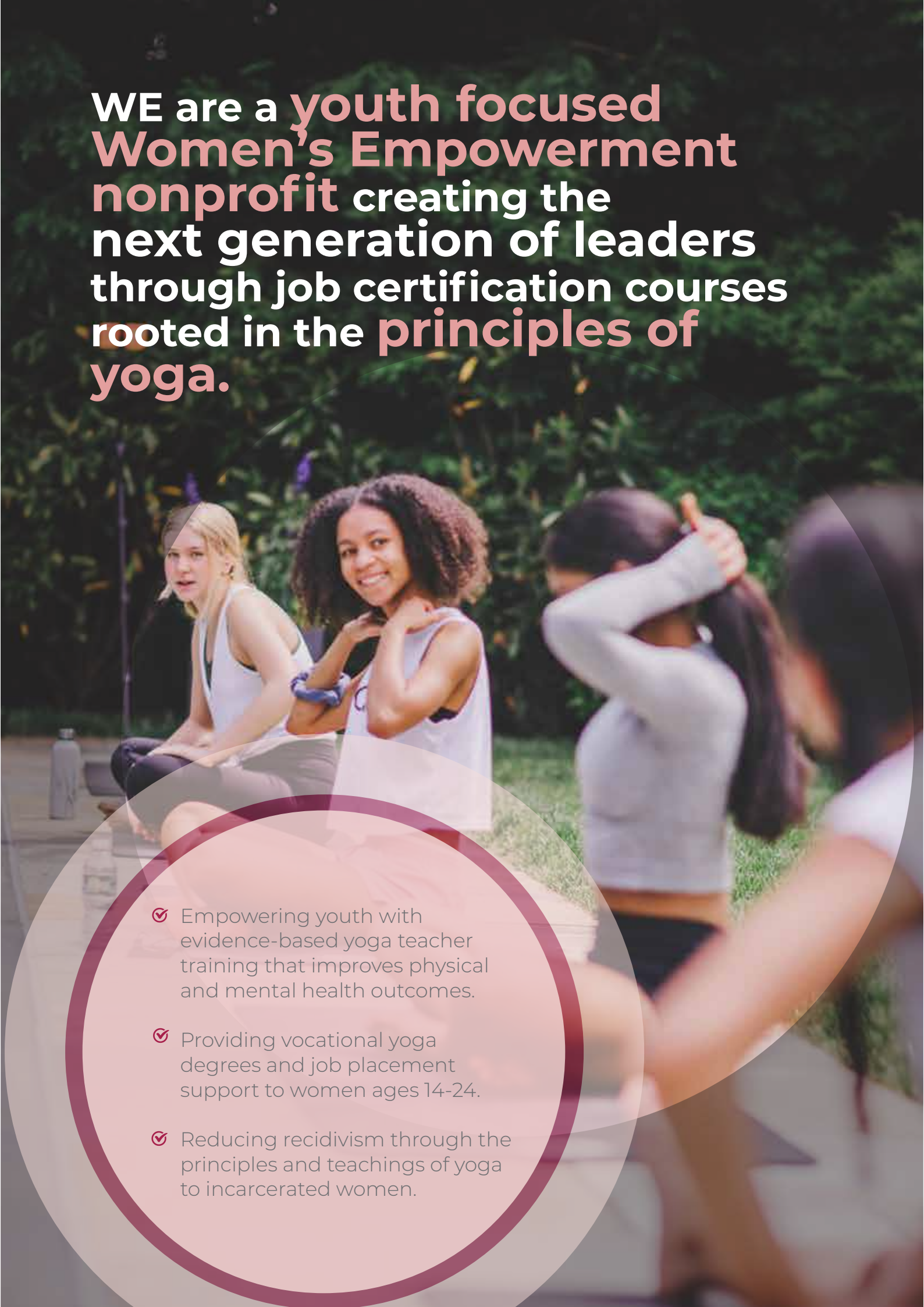


Fund the Fun  
& Fundraise for

# ShareLove.Fund





**WE** are a **youth focused**  
**Women's Empowerment**  
**nonprofit** creating the  
**next generation of leaders**  
through job certification courses  
rooted in the **principles of**  
**yoga.**

- ✔ Empowering youth with evidence-based yoga teacher training that improves physical and mental health outcomes.
- ✔ Providing vocational yoga degrees and job placement support to women ages 14-24.
- ✔ Reducing recidivism through the principles and teachings of yoga to incarcerated women.

# Our Founder

Ashley is a Yoga Alliance certified RYT 500, RPYT and RPYT yoga teacher. She received a B.A. in English and double minors in Business Administration and Environmental Science from UC Berkeley, a M.Sc. from The London School of Economics, and a J.D. from Fordham University School of Law. She worked for Kirkland & Ellis LLP as a corporate restructuring attorney. Currently, she is a real estate professional, yogi, and philanthropist.



## **Ashley Share,**

Esq, Founder, CEO, Treasurer,  
& Chairwoman of the Board  
of ShareLove.Fund.



## ShareLove.Fund: A Non-Profit With a Mission to Bring Yoga to Empower the

It is true that as 21st-century people we have witnessed immense changes in society concerning gender. Where, not long ago, women had to fight for their basic rights, are now succeeding across all the industries. Day by day we come across numerous organizations working towards this common goal. As a part of this social responsibility, ShareLove.Fund was established in 2020 amidst the worldwide pandemic by Ashley Share.



What sets ShareLove.Fund apart from other organizations is its unique approach to empowering women through yoga. It is based in Rye, New York, and is operational globally via social media. Built on the belief that empowerment isn't about who you are or what you're doing. It is about what you're freeing yourself from and letting go of, eliminating the fear in the end. ShareLove.Fund was created keeping in mind the need of the hour and how women of the 21st century have been struggling mentally and physically in the said developed and woke society. In order to address this, Ashley decided to intertwine her approach with Yoga, a physical and spiritual activity known to challenge a person to grow and push thyself to greater limits, ultimately giving them the power to fight for their right, attain mental peace, acquire financial stability, seek justice and be a part of a social cause.

ShareLove.Fund was started in response to the pandemic and the lockdown, for women who were trapped in domestic abuse situations. Women who are afraid to let go of bad relationships and negativity in an attempt to make sure everything 'looks alright.' Specifically, it was the case of a woman in Ashley's community, a mother who was living in her car to escape an abusive household and was stuck there due to court delays. It got Ashley thinking about how many women found themselves in such situations and lacked the means to achieve economic independence. She realized that they needed a skillset; they needed jobs. Ashley felt that there has come a time when women need to learn to trust themselves and learn to shed the burden instead of worrying about what the world will think of them. By facilitating Yoga courses and training programs, she decided to give them the practical means to stand on their own feet and find their purpose in life.



For many disenfranchised women, yoga can be a space to charge their energy to face the world. ShareLove.Fund was founded to create exactly that and more. Apart from creating a space where women can channel their inner energy and reach a peaceful state, it provides free classes to women aged 14-24. As a 501(c)(3) U.S. registered charity,

ShareLove.Fund works in favor of women who are victims of abusive situations, pregnant teenagers, and incarcerated women, including the women in custody at Rosie's, the women's ward at Rikers Island jail in New York to help them become yoga instructors by offering free yoga teacher certification programs, vocational yoga degrees, and job placement support. ShareLove.Fund is accredited by Yoga Alliance to offer three yoga teaching degrees, namely the RYT 200, RYT 300, and RYT 500 degrees for 200 hours, 300 hours, and 500 hours of training, respectively.

Bringing her idea alive, Ashley's first client, the woman in the car, was able to move into a house with donated furniture to improve her chances of being reunited with her children. As an attorney and a certified yoga trainer, Ashley was successful in incorporating her two disciplines and finding a way to have them complement each other. ShareLove.Fund seeks funding to secure a studio location in order to provide training/work re-entry for new releases of formerly incarcerated and homeless women. The idea behind this is to reduce female recidivism, which is a grim statistic as of now, having increased 700% since 1980 as per The Sentencing Project.

Ashley's background as an attorney gives her an additional tool to help women in custody. She understands the system and knows the process that they undergo while awaiting trial. This understanding helps her structure the meditations for these women accordingly. She knows the stress these women undergo before and after each hearing and can tailor her programs to help them deal with it. Leveraging her knowledge and experience, Ashley is now channeling her energy to utilizing it for ShareLove.Fund and helping more and more women each day to stand on their own two feet. She firmly believes that empowered women and girls contribute to the health and productivity of their families, communities, and countries, and by extension passing its benefits to everyone.



Within a year of incorporation ShareLove.Fund, has become one of the fastest growing nonprofit charities working towards women’s empowerment in New York. Not only that, but Ashley has also collaborated with women internationally all the way from Hawaii to Barcelona to Pakistan. In the upcoming future, she plans to continue to empower women through a social enterprise that operates within the current capitalistic structures. This includes expanding the free yoga teaching degree course to more and more female inmates and helping them have the means to earn their livelihood. In addition, she also plans to incorporate youth in the training programs and equipping them with job skills and leadership training, thereby creating a new generation of female leadership in schools and community groups.

14 June 2021

<https://www.google.com/amp/s/in.style.yahoo.com/amphtml/sharelove-fund-non-profit-mission-084358447.html>

## Our Work

ShareLove.Fund has empowered women of all ages through the principles and teachings of yoga ranging from a nine year old Girl Scout group to women going through divorces to senior citizens feeling isolated.

ShareLove.Fund educates the public and teaches youth composition skills through publishing its daily blog, which is a product of its mentorship. work/study program.

ShareLove.Fund provides job skills and leadership training to all youth through our internship program. ShareLove.Fund is creating the next generation of female leadership even in private schools and community groups by teaching high school students to use their “teaching voice” and take command of the classroom when they present themselves as yoga teachers.



### Techniques, Training & Practice

Asana:	50 Hours
Pranayama:	20 Hours
Meditation:	5 Hours

### Anatomy, Physiology & Biomechanics

Anatomy:	20 Hours
Physiology:	5 Hours
Biomechanics:	5 Hours

### Yoga Humanities

History:	5 Hours
Philosophy:	20 Hours
Ethics:	5 Hours

### Elective

Prenatal Yoga:	8 Hours
Children’s Yoga:	7 Hours

### Professional Essentials

Teaching Methodology:	20 Hours
Professional Development:	5 Hours
Practicum (Practice Teaching):	25 Hours



## RYT 200, RYT 300 & RYT 500 Certification Program for High School Leaders, Pregnant and At-Risk Teenagers, and Incarcerated Women



Photograph by: Jessica Watford

Florentina Hanisch, 2021 ShareLove.Fund RYT 200 Graduate & Current ShareLove.Fund Community Service Volunteer, tries to learn backwards to try a yoga pose!

ShareLove.Fund seeks to support pregnant teenager program participants in New York through a hands-on free Yoga Alliance approved teacher training program so that pregnant teenagers may graduate from high school with an accredited yoga teaching certificate and a job from either ShareLove.Fund or an affiliated yoga studio.

In addition, we also post prenatal and postnatal yoga information on our YouTube channel with the hope that pregnant teenagers can find us and know that they are not alone, we care, and it is OK to just take it one breath at a time. Finally, as part of our women's empowerment endeavor, we seek to end the blame game and shame imposed on pregnant girls when every teenage pregnancy is a direct result of a partner ("it takes two to tango") and more poignantly, it is most strongly correlated with family structure, education, socio-economics, and race.

The Washington Post published that Black and Hispanic women reported having increased trouble in obtaining contraception. The World Health Organization published that the leading cause of death of teenagers 15-19 years old globally is complications relating to pregnancy.

In short, we are all members of a global community, and we are all responsible for the current state of affairs. Our symbol is the lotus flower. The lotus flower is considered one of the most beautiful flowers and it grows out of the mud.

Teenagers, please remember that if you feel that you are in the mud right now, it is OK, you are teeming with life and just because you are in the mud today, does not mean that you cannot be a blooming flower tomorrow. They say, the further you fall, the higher you will fly.



## How To Raise \$1,000 In 10 Days

Asking for donations can be a daunting task when you first get started. Here's our guide to help you reach and surpass your goal.

For more tips, visit <https://sharelove.fund/donate>

<b>Day 1: \$25</b> Kick start your fundraising and lead by example! Make a self-donation. Your network will be more likely to give if they see that you have.	<b>Day 2: \$125</b> Post a link to your online fundraising site on all your social media channels and let people know that no donation is too small. If ten of your connections each donate \$10, that's \$100!	<b>Day 3: \$175</b> Post a link to your Ask your boss for a company contribution of \$50 (or better yet find out if your company will match what you raise!)	<b>Day 4:</b> Ask five businesses or companies that your company works with to sponsor you for \$50 to raise \$250.	<b>Day 5:</b> Ask your company if you can accept donations in exchange for a dress-down day at work. Charge five of your co-workers \$5 each and add \$25 to your fundraising!
<b>Day 6:</b> Reach out to five family members and ask them to donate \$25 each, getting you \$125 closer to your goal!	<b>Day 7:</b> Ask 10 close friends to each give a \$20 donation to raise an additional \$200.	<b>Day 8:</b> Ask four neighbors to each make a \$25 donation to raise an additional \$100.	<b>Day 9:</b> Ask ten members from a club or house of worship if they will give \$5 each to raise an additional \$50.	<b>Day 10: \$1000</b> Ask three businesses you use a lot (dry cleaners, nail salon, coffee vendor, barber/hair stylist, etc.) to give \$25 for the final \$75!

## Fundraising Success Stories

### Melitta Ofori Community's Youngest Philanthropist

Melitta Ofori, daughter of Medjine Ofori, a local business owner, took it upon herself at the age of nine years old to contribute to ShareLove.Fund.

Melitta is an avid communicator of the ShareLove.Fund values, and through her passion for our organization, was able to collectively fundraise \$860—an extremely impressive feat for such a young girl!

Here at ShareLove.Fund, we celebrate women's empowerment and accomplishments at every stage of life. We are so honored and grateful that Melitta took the time to contribute to our initiative, and we are looking forward to her inevitably bright future and success as a strong young woman!





# Double Do-good! Bonus Day \$1000

Ask a local business or some one you know regularly financially supports charities to become a Lotus Leader by giving \$1000 to ShareLove.Fund.

## Become a Lotus Leader

Donate \$1000

ShareLove.Fund is seeking at least 100 Lotus Leaders, individuals or corporations, to donate \$1,000 or more to fund our outreach programming.

Thank you to Jacqueline Wong, Khaila Stewart, Ashley Share for helping launch the Lotus Leader campaign by donating \$2,000 or more to ShareLove.Fund.

## Why be a Lotus Leader

We empower over 1,000 teenagers and women through our job training course to become a certified yoga teacher and through the distribution of yoga equipment, meditation kits, and financial funding of local schools, women's domestic abuse shelters, community centers, and jails.

Lotus Leader are invited to special events throughout the year tailored to promote female networking and empowerment, building the next generation of leaders.



## Fund the Fun: Youth

If you want to get your kids involved, or if you are a kid all-star and want to organize your very own fundraiser, this quick guide will help you reach your goals successfully.

Thank you to all of our young and mighty fundraisers!

### Create a change jar

Create your very own change jar and drop in your spare change at the end of every day. Spare change adds up very quickly! Ask permission to collect spare change in your classroom. You can make more than one change jar and ask your parents or other adults to take them to work, too.

### Host a smoothie stand or bake sale

Make homemade lemonade or bake something sweet and set up a stand to sell the tasty goodies in your neighborhood or at school during lunch.

### Use your

Instead of gifts for your birthday, ask your friends and family to give you a donation toward ShareLove.Fund.

### Write letters to ask for donations

Ask your teacher for permission to write a letter to send home with your fellow class-mates. The letter can share information about why you are raising money and a little bit about ShareLove.Fund. Write a letter and mail it to any of your friends or family asking for donations.

### Flowers grams

Sell flowers with custom messages about healthy friendships and sell them to all your friends and family.

### Be a social media star

Create a video with you, your siblings, or your friends that features you asking for donations. You can create a song or any kind of short skit to include in the video. Post the video on social media and ask people to donate to your cause.



## Empower Women

<https://sharelove.fund/>

Donate via Venmo @ShareLoveFund

Donate via Paypal

Because our board pays for all administrative costs, 100% of your donation is used to support empowerment programs for teenagers and women.



## Making The Ask

The most important aspect of fundraising is to know who to ask. When asking for donations, remember to consider all the different groups of people you know. People want to support your efforts – you just need to ask. (P.S. the worst that can happen is they say no!)

## Think About Who You

### Personal relationships can be more than just family and friends!

- Family – Consider more than just your immediate family and include people you might see over the holidays or relatives who live in a different state.
- Friends – These include your BFF's as well as your acquaintances. Consider your friends from all different times of your life: elementary school, college, and beyond! Also think about groups that you belong to: PTA, athletic clubs, book club, etc.
- Community Groups – Think about all the clubs in which you participate: religious, political, civic, volunteer activities, alumni – both in-person and virtual groups.
- Businesses you frequent – Consider asking your doctor, your friends at the gym, your hair dresser, dry cleaner, local deli, even the person you buy coffee from every morning may want to give if you just ask!
- Ask your neighbors

### Professional relationships can be more than just co-workers!

- Start with your current colleagues and branch out from there to former co-workers from previous positions
- Use your business clients, partners, vendors, and even alumni from your alma mater!
- Use LinkedIn! Search through your contacts to see who might be interested in lending a hand. You can also reach out to any groups you are affiliated with.

## How To Ask For Funds

### Figure out how you want to reach out to make the ask for donations.

- Phone
- Email
- In-person
- Social media (Facebook, Instagram, Twitter) – If you'd like to use social media to fundraise, consider creating a fundraiser through Facebook which will allow you to ask all of your friends for donations right on the platform. You can pick your designated charity (a.k.a. One Love) and tell everyone why this cause matters to you!
- Mail a letter



## Donate Today



\$6,065  
Raised

52  
Donations

\$100,000  
Goal

Choose Amount 



Weekly

Monthly

Annually

You can log in to edit your recurring donation any time

**\$10**

/month shows us you care.

**\$25**

/month pays for 1 student's monthly course materials.

**\$50**

/month pays for 1 student to have yoga equipment.

**\$100**

/month pays for 1 student to receive warm or seasonally appropriate clothing.

**\$250**

/month pays for a student to receive instruction at their own residence or custodial facility.

**\$500**

/month sponsors a youth to attend a yoga retreat.

**\$1,000**

/month pays for 1 graduate to be employed by ShareLove.Fund.

<https://sharelove.fund/donate>



## Other Ways to Give

### Amazon Smile

Support us at no extra cost when you shop at smile.amazon.com and select ShareLove.Fund as the charity you wish to support.



### Shop Smart

Support us through Social Enterprise by Buying our Products!

<https://sharelove.fund/shop>

### Sign up for Classes

Support us through a zoom private yoga class with Ashley or enroll in one of our Yoga Alliance Accredited Teacher Training Courses.

<https://sharelove.fund/sign-up>

### Buy Tickets

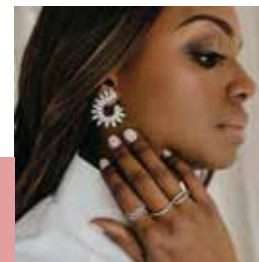
Support us by purchasing tickets or sponsoring our next event.

<https://sharelove.fund/events>

### Buy Raffle Tickets

\$25 gets you a chance to win a \$1,000 18 Carat Gold and Diamond Ring designed by Female Entrepreneur!

ShareLove.Fund supports minority owned local businesses including Nogama Jewelry featured in this photo and Estelle Gourmet.



## Tools that Help Make Your Fundraising Successful

1. Making People Aware – ShareLove.Fund believes that empowering women and teenagers empowers society. Your fundraiser helps spread awareness about our purpose.
2. Giving People the Power of Information – Here are some ways in which you can educate people about ShareLove.Fund:
  - Post about what inspires you and tag ShareLove.Fund on your favorite social media platform!
  - Encourage your friends to do the same!
  - Ask your school to sponsor a ShareLove.Fund Junior teacher training course for its students or to engage a ShareLove.Fund graduate to teach yoga in school.
3. Selling Our Merchandise – If you want to maximize your funds, selling our merchandise is the best way to go. <https://sharelove.fund/shop> is the place to go online so you can sell our gear at your events or even buy some for yourself.
4. Promoting Your Fundraiser – For more information on this check out the section on how to raise 1,000 in 10 days!
5. Raising Funds – When your fundraiser is done, you can send in your donations via PayPal, Venmo or checks. <https://sharelove.fund/donate> will guide you on how to PayPal or Venmo the funds. Checks can be addressed to ShareLove.Fund, 41 Purdy Avenue, Suite 567, Rye, NY 10580. Please note that at this time we do NOT accept cash donations. Please also note that your donation is tax deductible within the scope of US law.



## ShareLove.Fund Empowers Female Inmates through Social Enterprise

ShareLove.Fund uses a tech approach to educate as many jobless women as possible for vocational certifications and to amplify the reach of existing female entrepreneurs. Read more about the amazing women who forged ShareLove.Fund on <https://sharelove.fund/people>.



Original watercolor design donated with love by Alissa Swedlow, available for purchase to support ShareLove.Fund at <https://sharelove.fund/shop>.

The Share Institute, Inc. dba "ShareLove.Fund." ShareLove.Fund is a 501(c)(3) women's empowerment charitable organization and all donations are tax deductible within the guidelines of the U.S. law, EIN: 85-4058802.  
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# MEET OUR TEAM

So much of our ambition and direction as an organization is thanks to our distinguished board. The dedication at the board level is unsurpassed, as evidenced by their personal and financial commitment: all administrative costs are underwritten by our board members so that 100% of your donation is used to build lives.

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Founder, CEO

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